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### Study Abroad: Do Adult Non-traditional Students and Traditional Students Receive the Same Benefits and Have the Same Concerns About Studying Abroad?

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# Study Abroad



Do adult non-traditional students and traditional students receive the same benefits and have the same concerns about studying abroad?

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## Abstract

The demand for a global educational experience has increased with the rise in diversity worldwide. Employers are seeking individuals with the hard and soft skills needed in today's cross-cultural environment. This research explores the similarities and differences in benefits and concerns regarding study abroad programs for traditional and adult non-traditional students. Initial primary and secondary research suggests that traditional and non-traditional students share some similar concerns about studying abroad, but are capable of receiving the same benefits. Educational itineraries and shorter travel times were identified as positive contributors to adult students' willingness to participate in study abroad programs. Franklin University's Study Abroad Task Force will use the results of this research to support the recommendation and the roll out of study abroad programs university wide.



## Methods

### Primary Research

- Exploratory qualitative research was conducted among students and alumni of Franklin University's M.S. in Marketing and Communications Program
- An initial interest survey was distributed to prospective student participants in an MCM Fall 2013 study abroad pilot
- A post-trip survey was distributed to students and alumni participating in the Fall 2013 MCM pilot cohort that traveled to London, U.K.

### Secondary Research

- The Institute of International Education's 2013 Open Doors Report focusing on information regarding a U.S. Study Abroad Survey
- The 2011 QS Global Employer Survey Report, providing information on how employers value an international study abroad experience
- Additional research was obtained from scholarly journals and websites relating to education and study abroad

## Key Concerns

- Risks
- Time away and conflicting work schedules
- Immediate impact on career
- Financial constraints
- Academic requirements
- Fear of leaving comfort zones
- Family obligations

Cohen, 2007; Dalton, et al., 2002; Franklin University, 2013; Gerzon, 2006; Niehaus, et al., 2012

## Key Benefits

### Personal & Leadership Development

- Adult learners can contribute their abundance of life experiences to the cultural exchange\*
  - Building confidence through a transformational period of self reflection
- \*unique benefit for adult learners

### Global Awareness

- Strengthening students' global leadership qualities as 21<sup>st</sup> century learners by:
  - Recognizing and respecting cultural differences
  - Developing flexibility and adaptability in various environments and situations
  - Building strong communication skills, despite communication barriers
  - Expanding openness to learning about new cultures and perspectives

### Career Benefits

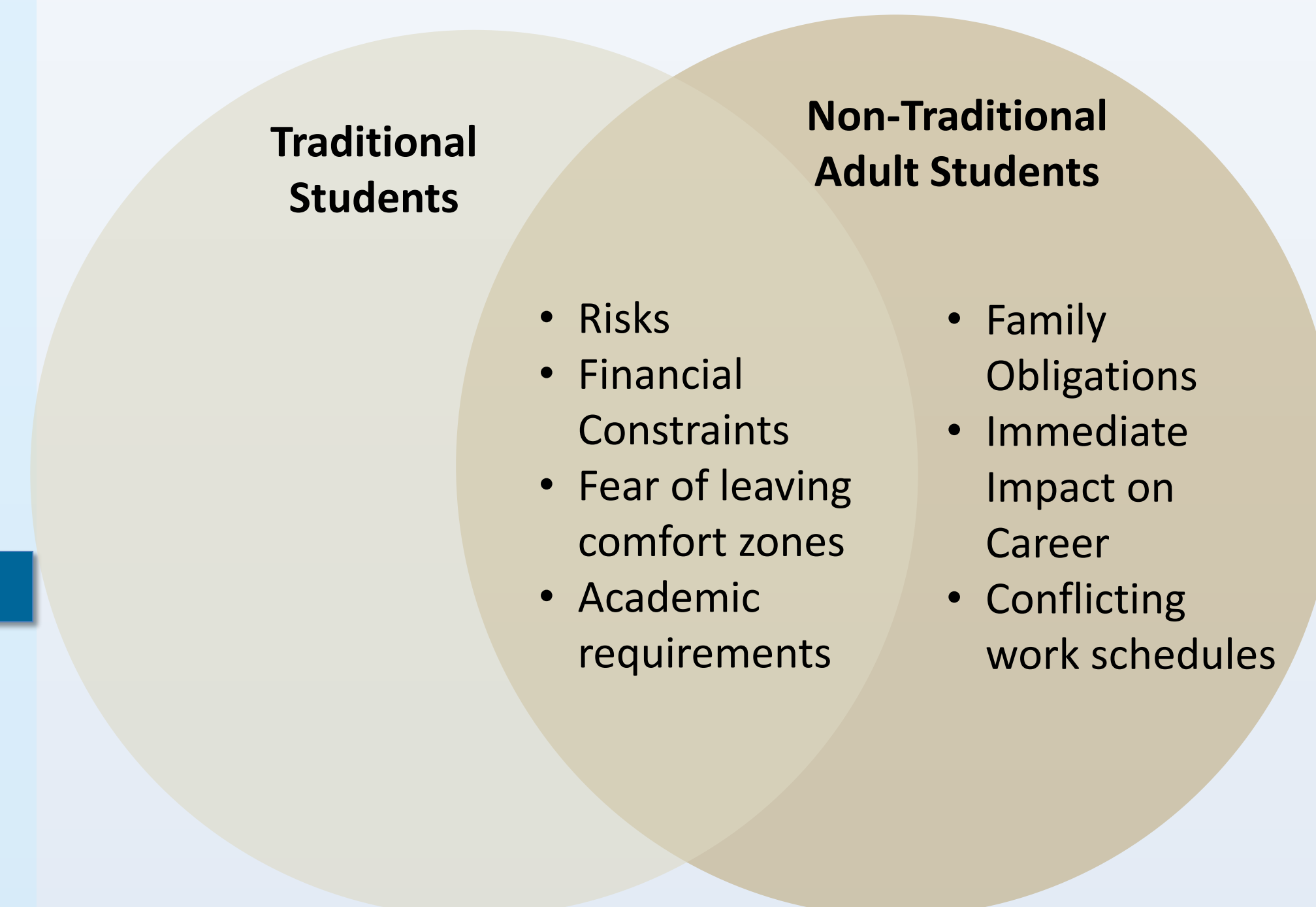
- Implementing real-world skills beyond the classroom to meet employers' needs
- As asset to understanding new and emerging economies
- Preparation for careers in international business and communications
- Competitive advantage in the job market
- Individual re-branding

### Costs & Financial Assistance

- Need, merit, & diversity-based scholarships are available to students who qualify
- Corporate sponsorships
- Financial aid can be applied with approval from home institution

Cohen, 2007; Dalton, et al., 2002; Franklin University, 2013; Gerzon, 2006; Niehaus, et al., 2012

## Key Concerns



## Franklin University's Recommendations



Embrace study abroad university-wide for both undergraduate and graduate programs



Integrate 5 to 10 day study abroad experiences into selected existing and new course designs



Create a scholarship database for prospective students and alumni travelers



Build partnerships with organizations supporting study abroad programs



Partner with 3<sup>rd</sup> party travel vendor to manage travel logistics and risk



Continue research through standing study abroad task force

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# The Marketing of Global Entertainment through Brand Building



## Introduction

American artists have more opportunities and resources to market themselves on a global market versus international artists. Many international entertainers lack the capability to effectively market themselves to a global market and because of this most of them are unknown in the United States.

The observed problem is that there are issues with entertainers trying to expand their brand to a global market.

As these issues become more prominent, marketers and public relations specialists must find a way successfully market their client(s) on an international level in order to receive an increased number of profits. By expanding a brand internationally, the entertainer will have a strong and consistent brand culture.

## Branding

Global marketing consist of repetition: publicists and marketing specialists need to find out what works best for whom (country and client) and focus on the “right marketing/branding position and guidelines” for each client and stick with it. It’s time to set the agenda!

- Position their global brand in a global structure
- Create guidelines for an effective international marketing strategy.



Jasmine RaeLynn Spence  
The Determined Optimist

## Strategic Marketing

Once the agenda is set to brand a entertainer to a global market, it’s time to create the mindset of the audience. This step involves the planned behavior and attitudes of the segmented audience. It is important to know and understand the audience’s opinions and ideas in order to obtain a higher return on investment (ROI) for the company and the entertainer.

The Theory of Planned Behavior(s) should now be considered! Linking beliefs and behaviors and how each action can have a dominate effect on an audience.

- Build a strong and consistent brand culture.
- Be borderless in your marketing.
- Build your client an international hub.
- Adopt a global structure.
- Make consumers/target audience co-creators of the brand.



## Audience Relationship

American music, celebrities and entertainers are well known in other countries and seem to have always been adored globally since the start of their career. They are able to tour the world and are immediately recognized by their talents.

Unlike many international celebrities, their music and talents are not well known in America. Pleasurably, a lot of international entertainers come to America first to obtain fame before going global. They have worked with a variety of American products, producers, public relations and marketing specialists to help them obtain a higher, more prominent level of notoriety.

Foreign markets should consider branding, strategic marketing, knowing their client, and maintaining a relationship that co-exists between their client and their targeted audience.

## Analysis & Conclusions

Alongside the traditional mass media industries ( print, recordings, cinema, radio and television) the internet (with the addition of cellular phones) is considered to be one of the most effective advertisement mediums.

In order to further push these mediums, The Social Presence Theory should be adopted; this creates an appropriate social presence of an entertainer to their distinguished fan base.

To improve and expand the entertainer’s image, the marketing specialist should establish specific guidelines or measures for their client to be immediately seen, heard, noticed and recognized by their global fan base. A relationship with the target audience and the entertainer is key.



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